

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Canceled).

Claim 2 (Currently Amended): A digital content billing system using a network, comprising:

a holder having configured to have digital content, which is set to become usable by an execution key, and holding a right to let a user use the digital content;

a distributor server obtaining configured to obtain the digital content from the holder and distributing to distribute the digital content to a user;

an advertiser possessing configured to posses an advertising information piece to be provided for the user; and

an administrator server obtaining configured to obtain the execution key from the holder, obtain the advertising information piece from the advertiser, receiving receive an execution declaration of the digital content from the user, downloading download the advertising information piece and the execution key to the user through the network, collecting collect an advertisement rate from the advertiser that corresponds to the number of execution times of the digital content used by the user, and paying [[pay]] an execution fee to the holder that corresponds to the number of execution times of the digital content.

Claim 3 (Original): A digital content billing system using a network according to claim 2, wherein the advertising information piece downloaded to the user is displayed simultaneously with the digital content in cases where the user uses the digital content by using the execution key downloaded to the user.

Claim 4 (Original): A digital content billing system using a network according to claim 2, wherein the advertising information piece downloaded to the user is displayed in a time period between time periods in which the digital content is displayed in cases where the user uses the digital content by using the execution key downloaded to the user.

Claim 5 (Currently Amended): A digital content billing system using a network according to claim 2, wherein the distributor server notifies the holder of the number of download times of the digital content downloaded to the user, and the holder pays to the distributor server a download charge that corresponds to the number of download times of the digital content.

Claim 6 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution declaration from the user, the administrator server downloads to the user a plurality of advertising information pieces and the execution key, which permits the user to use the digital content a prescribed number of times.

Claim 7 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the execution key is not currently downloaded to the user from the administrator server because of an abnormal state even though a prescribed time has passed after the user sent the execution declaration of the digital content, the user uses the digital content by using an execution key downloaded from the administrator server in the past while seeing an advertising information piece downloaded from the administrator server in the past.

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Claim 8 (Currently Amended): A digital content billing system using a network according to claim 7, wherein after the abnormal state has passed the user notifies the administrator server that the user used the digital content by using the execution key downloaded from the administrator server in the past.

Claim 9 (Currently Amended): A digital content billing system using a network according to claim 2, wherein the advertising information piece downloaded from the administrator server to the user corresponds to content of the digital content.

Claim 10 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution declaration of the digital content from the user, the administrator server requires the user to select a genre of the advertising information piece to be downloaded to the user, and the advertising information piece of the selected genre is downloaded to the user.

Claim 11 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution of declaration of the digital content from the user, the administrator server downloads to the user the advertising information piece that corresponds to content of another digital content used by the user in the past.

Claim 12 (Currently Amended): A digital content billing system using a network according to claim 2, wherein the administrator server collects the advertisement rate from the advertiser that is determined according to a matching point between content of the digital

content related to the execution declaration of the user and content of the advertising information piece downloaded from the administrator server to the user.

Claim 13 (Currently Amended): A digital content billing system using a network according to claim 2, wherein the administrator server guarantees the advertiser a minimum number of downloading times the advertising information piece is downloaded to the user or a minimum ratio of the number of downloading times the advertising information piece is downloaded to the user to the number of downloading times of all advertising information pieces downloaded to the user.

Claim 14 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution declaration of the digital content from the user, the administrator server requires the user to select a residential district of the user and the administrator server downloads to the user the digital content that closely relates to the residential district of the user.

Claim 15 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution declaration of the digital content from the user, the administrator server downloads the digital content that closely relates to a residential district of the user and a nationwide digital content to the user.

Claim 16 (Currently Amended): A digital content billing system using a network according to claim 2, wherein, when the administrator server receives the execution declaration of the digital content from the user, the administrator server downloads to the user

the digital content closely related to a residential district of the user, which is obtained from a network operator managing the network.

Claim 17 (Currently Amended): A digital content billing system using a network, comprising:

an advertiser possessing configured to possess an advertising information piece to be provided for a user;

a holder receiving configured to receive the advertising information piece from the advertiser, having digital content that is set to become usable by an execution key, and holding to hold a right to let a user use the digital content;

a distributor server obtaining configured to obtain from the holder the digital content that includes the advertising information piece and distributing to distribute the digital content with the advertising information piece to the user; and

an administrator server obtaining configured to obtain the execution key from the holder, receiving receive an execution declaration of the digital content from the user, downloading download the execution key to the user through the network, and notifying notify the advertiser of the number of execution times of the digital content used by the user, wherein the holder collects an advertisement rate from the advertiser that corresponds to the number of execution times of the digital content used by the user, and the holder pays a download charge to the administrator server that corresponds to the number of download times of the execution key downloaded from the administrator server to the user.

Claim 18 (Currently Amended): A digital content billing system using a network according to claim 17, wherein the distributor server notifies the holder of the number of download times of the digital content downloaded to the user, and the holder pays a

download charge to the distributor server that corresponds to the number of download times of the digital content.

Claim 19 (Currently Amended): A digital content billing system using a network, comprising:

a holder having configured to have digital content, which is set to become usable by an execution key, and holding to hold a right to let a user use the digital content;

an advertiser possessing configured to possess an advertising information piece to be provided for a user; and

an administrator server and distributor server obtaining configured to obtain the digital content and the execution key from the holder, receiving receive the advertising information piece from the advertiser, receiving receive an execution declaration of the digital content from the user, downloading download the digital content, the execution key and the advertising information piece to the user through the network in response to the execution declaration, collecting collect an advertisement rate from the advertiser that corresponds to the number of execution times of the digital content used by the user, and paying [[pay]] an execution fee to the holder that corresponds to the number of execution times of the digital content used by the user.